

## CHANGES TO COMPANY STRUCTURE

Significant changes were made to the company's organisational structure on March 13 to sharpen our focus on selling, implementing and servicing solutions that are becoming, as we all know, more and more complex.

The results will be faster decision making, improved customer satisfaction and more competitive use of our systems integration capabilities.

Chief among several announcements made was the introduction of two new structures: Sales and Marketing, and Systems Integration (*see story page 3*).

**Sales and Marketing**, managed by former General International Area (GIA) Product Marketing Manager Ron Bunker, sees the grouping of those functions responsible for our systems business, or the *selling* of solutions: Sales (Rim Keris), Marketing (Nick Ramensky) and Customer Operations (Peter Meyer), formerly Systems Business.

**Systems Integration**, led by Rustom Kanga, will be responsible for designing, supporting and *implementing* solutions to customers (other than those that are simply 'off-the-shelf' products or services). The group will focus on the quality, timeliness and profitability of solutions or projects, and includes CSS (Graeme Shorter), Educational Services (John Baker) and Rustom's own Professional Software Services (PSS) and Sales Support, which is closely tied to the new Sales and Marketing structure.

The final part of the 'Sell, Implement and Service' concept, that of Customer Service (John Brown), was not impacted by the March announcement.

### Expanded SPRMC

The South Pacific Region Management Committee, or SPRMC\*, was also expanded to include Ron Bunker. It will continue to meet monthly but will pass on day-to-day operational issues to a subset of the SPRMC, called the Operations Committee.

Subsidiary Manager Frank Wroe says the Operations Committee will "speed up and improve the quality of management decisions."

*Continued on page 5*



## DIGITAL IN PARADISE

About 1600 kms (1000 miles) north of New Zealand, a quiet complexity can be found beneath the enduring tourist conception of Fiji's tropical skies, pearl beaches, palm trees and friendly inhabitants.

In a world where progress has become synonymous with computerisation, it's no surprise that Digital is active in Fiji – identifying application needs and requirements, and providing supportive computer solutions to both government and private sectors. Based in the capital of Suva, on the south coast of Viti Levu, largest of the country's 500 islands,

Digital's presence in the country has grown steadily for three years – yet even today our four-person FJI team operates in what Sales Manager Alan Williamson describes as 'technical isolation.'

Digital in Fiji: a story of resourceful Digits in paradise – and their investment in the country's long-term business potential – continues on page 8.



# OVERVIEW: JOHN LAMB . . .

I am very pleased to have the opportunity of using this 'Overview' page, an important communication channel between the Regional Management team and the organisation at large.

"Internal Controls" is a term we have all been hearing a lot of in the last several years but at no time with such frequency as during the seven weeks between January 23 and March 10, when SPR was the subject of periodic review by Corporate Internal Audit. We will know sometime this month how well Australia and New Zealand measure up to the standards set by the Corporation, but whatever the outcome, we know the attention and management focus on Controls will continue.

Today, the Internal Controls program is evolving and the responsibility for it is widening.

In the initial stages the program concentrated on the traditional areas of Fiscal Control. Fiscal Controls deal with the issues of meeting the statutory obligations of the company, the protection of assets and the integrity of the basic data used to manage the company. Thus a large part of the responsibility for controls rests with the F&A organisation.

However, the scope of the program has been expanding to encompass business rules



so that both operating and fiscal compliance is now the subject of the Controls program. This widening of emphasis has led to a name change in the program from 'Internal Controls' to 'Business Controls'. This is a major part of the company's program to improve the quality and efficiency of performance at all levels with the clear objective of meeting our goals. Through this program, the company will seek to demonstrate consistent adherence to a high level of standard in all aspects of its operations. For this to occur, a strong sense of ownership will need to exist in all operating personnel.

**"An environment in control,  
not a controlled environment."**

To provide an appropriate focus for SPR's Business Controls program, the SPRMC agreed to the formation of Business Control committees in both Australia and New Zealand.

In Australia this committee is composed of senior-management level representatives from all business/functions, is chaired by SPR Fiscal Controller Robin Walker, and supported by Internal Controls Manager Jim Flaye.

In NZ the committee is formed directly from the NZMC and led by NZ F&A Manager Gerry Lalonde.

The pre-occupation of both these committees, since their foundation three months ago, has been to prepare the Region for the Audit. Once this task was completed in early March, the committee began to concentrate on increasing the level of awareness of Digital's Business Control Program throughout SPR. In carrying out this duty the committee members will be fully supported by the Regional business/functional management teams.

There are already materials available to assist this task - the foremost of which is the ICQ (Internal Control Questionnaire) program. Compliance testing training will need to be extended across SPR and the Cost Centre Manager workshops commenced in FY88 will be built into an ongoing training program.

Digital recognises that having good business controls is essential to good business practice. This is reinforced by the Executive Committee in the *Co-operation, Commitment and Controls\** video which many of you have seen. The way the company is describing what it is looking for is "an environment in control, not a controlled environment." For this to happen it needs to be a natural state, or a part of our individual everyday behaviour.

SPR is a professional, high-performance organisation which I am confident can meet the challenge of this program. ●

**John Lamb**  
Regional F&A Manager

**digital**

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\*The *Co-operation, Commitment and Controls* video can be obtained through SNO Internal Controls Manager Jim Flaye.



# ... RUSTOM KANGA

**Regional Manager Systems Integration, Rustom Kanga, talks about the role of his new group in this interview:**

*Rustom, why has Digital put this focus on Systems Integration?*

Thirty years ago when Ken Olsen started off the company, our primary differentiator was the superior price-performance ratio of our hardware. Our boxes were cheaper, better and faster than those of the competition. By the early '80s we had established our architecture as the primary differentiator. Customers began to buy Digital because of the single VAX range, because of the integrated software platforms we offered and because of the ability of our machines to talk to each other and to machines from other suppliers – in other words, because of architectural considerations.

In the '90s we see our primary differentiator shifting to Systems Integration. Customers will buy Digital because of our ability to understand the customer's problem and pull together the solution to meet that need.

*What exactly is Systems Integration?*

I believe we have two important roles to perform. First and most important we have to support the Sales organisation in the selling of complex solutions. The Sales organisation is the heart of this company. They generate the cashflows that constitute the life-blood of the whole organisation. In this Sales support role, the Systems Integration group must help understand the customer's need and design the solution to meet it. The more expertise we bring to bear on the design, the more successful will be the implementation both from Digital's and the customer's perspective.

The second role is to implement the solution. Putting together a complex world-wide network or implementing a totally computer integrated manufacturing operation can be a very difficult problem for the customer. Putting together the solution – using components from Digital and from other suppliers – and making it all work is going to be Digital's real added value in the future.

*Will we continue to build good computers?*

Let me draw an analogy for you. Digital was like a brickyard. We make good bricks. As other people started making bricks we added value by producing mortar, roof tiles, doors, windows and all the other things needed to build a house. Today we are shifting into the mode of designing and building houses. We will continue to make good bricks and mortar and tiles but our



customers will come to us because we design and build superior houses. Occasionally we will use tiles from a different supplier if the customer needs a colour that we cannot supply. We will have shifted from being a brickyard into being an architectural and building company, but we will continue to make good bricks.

*What roles do CSS, Edu Services and SWS play in Systems Integration?*

SWS are the Solutions Architects – they help Sales design the solution. They also are the implementors – they project manage the solution to completion.

The CSS organisation has enormous skills in developing custom engineered hardware to meet a customer's need. This is a unique capability within the computer industry.

With every solution one has to finally transfer the knowledge to the customer so that he can use it. This technology transfer is the role of Edu Services. I see it as being one of the fastest expanding areas for Digital as we move into Systems Integration.

When the three organisations work together they form a powerful combination that will make Digital's competitors tremble.

*But do Sales know how to sell this capability?*

The whole push for Systems Integration has come from Sales. They are our face to the customer. They tell us what customers need. Obviously as the whole company makes the cultural change needed so will Sales. We need to provide them with a better understanding of Digital's growing capabilities through training. Our Marketing organisation will have to shift its focus from product to solution marketing. This is all part of the evolution we are going through. I expect Marketing and Sales to lead the way and

create the environment in which the company can follow.

*Will your organisation carry any financial goals?*

These are still being worked out. I expect we will goal ourselves on Certs as this is the primary mechanism for ensuring that our Sales Support activities totally complement the Sales organisation. We will also carry the responsibility for making the bottom line profit goal for the whole company when we are acting as Systems Integrators.

*Why has the organisation change been made only in SPR?*

The move to Systems Integration is a Corporate shift in direction. In SPR we have always been more advanced than many other Regions in selling solutions and it was appropriate for the Corporation to make the change here immediately. Other Regions will follow soon. In many senses we are a pilot and there will be many eyes focused on our progress.

*When will all this happen?*

The change has started. We still have to work out issues like goaling for individuals, reward mechanisms, training needs and many other things. Even the organisation structure may need some fine tuning. The critical message, however, is that the change has started and this is probably the most significant change in Digital's overall way of doing business since Ken Olsen abolished the matrix in the early '80s.

Systems Integration is Digital's future as we race towards the turn of the Century. We have to move from being the World's second largest computer company to being the World's BEST Systems Integrator. ●



# EULOGY TO DESINE



As most readers would know, Digital's bid for multi-million-dollar business from DESINE, the Australian Defence EDP Systems Integrated Network Environment, reached the short list before losing out to IBM earlier this year.

Readers would also know from articles in previous issues of *Digitalk* that the company assembled a dedicated team to win that business. Originally housed in Help Street (SND) and headed up by then-Product Marketing Manager Graeme Shorter, the DESINE team later called Canberra (CAO) home and was led by National Account Manager (Defence) Ian 'Shakey' Norris.

With the demise of DESINE, members of the tender response team and a select group of Digits who had become deeply attached to the job at hand met to conduct a 'wake' – to put DESINE to rest and, made richer by the experience, move into the future.

From that wake, we've extracted the following words of comfort delivered to mourners by Graham Williamson in Canberra on March 2, 1989.

IAN 'SHAKEY' NORRIS played the role of DESINE's 'corpse' for the wake, seen here in an authentic coffin and bedecked with black roses.

"Back in the days when Mr D.E. Sine was but a glimmer in the eyes of Canberra Salespeople, it was with some trepidation that Regional Sales Manager Rim Keris approached the SPRMC, GIA and, I believe the Executive Committee, to advise them of the conception of 'D' and to request permission to go full term.

"They were relieved and indeed encouraged when they were greeted with excitement at the idea of a progeny that they could feed, play and work with – and one which held so much potential in later life.

"Preparations quickly proceeded at the Saint Help Street (SND) pre-natal unit, and the best in the profession were brought in to assist with the big event. On July 7, 1987, the delivery of "D" – all 246kg – was made.

"During his infancy, 'D' was molly coddled along by his adoptive parents in Canberra. It was a bit of a 'shakey' start, but soon life settled down to a concentrated effort to bring the young one up in a supportive environment. As with most infants, it was a time of hard work.

## Short List of Suppliers

"I remember well when – in April 1988 – we reached the next milestone and it was

announced that 'D' had graduated. Along with two others, he was to proceed to the exclusive 'big' school.

"We who naively thought 'D' had all he wanted in Canberra were in for a surprise. His insatiable desire for the very best in education strained our resources to the limit and specialists were flown in from around the country to advise on everything from transactional processing to networking. We even had experts from overseas come

to advise on our future computing plans and to refute some of the heretical teaching 'D' was picking up from his other classmates.

"It was not all theory, either. Extensive and expensive lab work was performed to provide empirical evidence of the theory 'D' was being taught. To the cries of 'prove it!' we formed two teams – one Stateside and one here. We put our theory through actual tests. We were confident, we were expectant. So much potential, so much promise.

## NEW SKILLS, EXPERIENCE

"Clearly a great deal of hard work and dedication went into Digital's effort with DESINE. Your personal efforts, Ian, and the leadership you demonstrated were obvious and very much appreciated. We were both impressed with your dedication, frankness and professionalism in this high-pressure environment.

"Looking ahead, you have forged a set of new skills and relevant experience that will stand you in good stead.

"Please accept our personal thanks for the hard work and effort. We look forward to working with you again in the near future."

*Addressed to Ian Norris and other members of the DESINE bid team; SWS's Graham Williamson and Mark Cleary, Sales's Michael Howatt, Roger John, John Beelson and Steven Vujotic, and Karen Clarke (Secretarial support).*

**Dick Poulsen, GIA Manager**  
**Bruce Ryan, GIA Sales/Marketing Manager**



## 1987-89



DESINE BID TEAM MEMBER Graham Williamson delivers his address to mourners at the tender bid's 'wake' (above). Seated on either side of Graham are Rim Keris and Federal Government Sales/National Account Manager Peter Lane. At left, Government Industry Marketing Manager Ben Dunn dressed for the occasion!



## "All is Not Lost"

"It was the evening of February 2 that we heard the news. We were devastated. If only 'D' had looked up sooner, he would have seen the truck coming. It was a big truck, a big blue truck that struck him down in his prime - snuffing out the potential that we had so lovingly put into him.

"So, it is with a heavy heart that we are gathered here today to bid farewell to 'D'. It is important to remember, though, that all is not lost.

"Firstly, we've learned a lot, like if we are going to play in the traffic, we've got to be prepared to keep our wits about us and to be 'cut off' occasionally. We might not be in the big truck but a least we're in a ute. We might not have the weight behind us but we're a lot more nimble. We might not get the big truck to stop - but at least we can slow it down.

"So, as we mourn the passing of 'D' to the nether darkness of the land of continually rising prices and gnashing of teeth, I think the words of the late Sergeant Estherhaus are appropriate: "Let's get out there and do it to them before they do it to us." ●

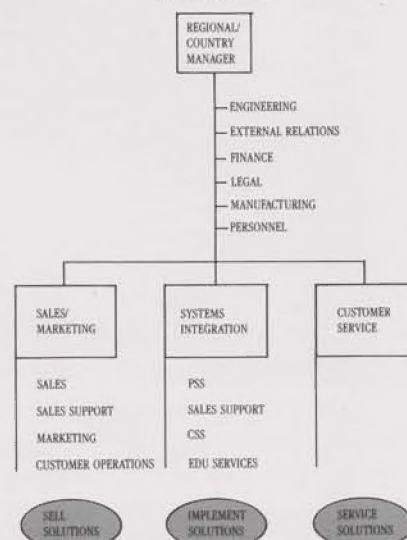


Ann Simpson, DECUS Co-ordinator, NZO  
 Anna Raine, Sales Representative, SND  
 Paul Gandell, SWS Specialist, SND  
 Paul Kwok, Technician, SNA  
 Hong Le, SWS Specialist, STL  
 Gail Priebatsch, Secretary, MEO  
 Nicky Curran, Assistant Accountant, NZO  
 Tracy Hinckson, Mail Clerk, SNO  
 Faye Fitzpatrick, SWS Specialist, STL  
 Simon Geraghty, Analyst/Programmer, STL  
 Natalie Keen, Customer Response Representative, STL  
 Michael Ziesig, FS Engineer, SNL  
 Desmond Coen, FS Engineer, SNS  
 Linda Vogel, Secretary, CAO  
 Adam McGuinness, FS Engineer, SNL  
 Gerald Mills, Material/Purchasing Clerk, SNL  
 Emmanuel Zammit, Financial Analyst, SNO  
 Allan Small, SWS Specialist, STL  
 Mike Busch, FS Marketing Manager, CAO  
 Lara Pentland, FS Contract Administrator, STL

## CHANGES...

Continued from page 1

## STRUCTURE



Its members are Frank, John Brown, Rustom Kanga, Ron Bunker, John Lamb (F&A), Kim Jenkins (Legal), Kevin Wallace (Personnel) and Peter Seuffert (Manufacturing).

"Over the past few years, our business has become more complex. Customers require more complete solutions and the competitive environment demands that we raise productivity," Frank says. "The product strategies we have and the work FS are doing to integrate our installation and post-installation service capabilities into Enterprise Services, has positioned us to take this next step."

As well as displaying a seamless company image to customers at the selling, implementing and servicing stages, the restructure will help reduce overheads and improve productivity. ●

\*The SPRMC now comprises Frank Wroe (Subsidiary Manager) and Regional Managers Chris Fink (External Relations), Bob Starkey (Engineering), John Lamb (F&A), Kim Jenkins (Legal), Kevin Wallace (Personnel), Peter Seuffert (Manufacturing), Ron Bunker (Sales & Marketing), Rim Keris (Sales), Nick Ramensky (Marketing), Peter Meyer (Customer Operations), Rustom Kanga (Systems Integration), Graeme Shorter (CSS), John Baker (Edu Services) and John Brown (Customer Service).



RON BUNKER





DIGITAL'S DISPLAY at the successful GTE '89 event in Canberra.

## GOVERNMENT TECHNOLOGY EVENT: DIGITAL STANDS TALL

Digital's customers came out winners in the Government Technology Productivity Awards presented at a dinner, held on the 27th February at the new Parliament House in Canberra, and recognising achievements in the use of computer and telecommunications technology by Government departments.

Digital was instrumental in the recognition given to:

- the Parliamentary Information Systems group (PISO) of Parliament House for introducing a number of dynamic information systems (which won for PISO a Federal Government Gold Award)
- the CITEC Public Access Project for its introduction of electronic access by the public from their place of work or home to information held on various Government computers (Queensland State Gold Award)
- the Hunter District Water Board for its use of graphics display for hydraulic details of urban and rural catchments (NSW State Silver Award)
- also, the Hunter District Water Board Customer Services System for the development of an online corporate database for management and integrated information on customers, properties and services (NSW State Silver Award)
- and the Sydney Opera House for computerisation of its box office (NSW State Silver Award).

Other Federal and State Government departments, Local Government and statutory authorities Australia-wide won Awards for introducing successful systems and innovative work practises that have resulted in more efficient methods of operation, increased job satisfaction and ultimately provided the public and private sectors with a service that contributes

positively to the overall prosperity of Australia.

The aim of the Awards is to publicise the achievements – allowing others to see the benefits that can be gained from the introduction of technology, to encourage further development of activities for productivity gains and promote the interchange of ideas between all levels of Government.

### Government Technology Event

The Awards dinner marked the beginning of the second annual Government Technology Event (GTE '89), held at the Canberra Hyatt and Lakeside Hotels over four days.

Digital was a major exhibitor at the grand showcase, used by Government departments at all levels to study how computers and telecommunications technologies can most effectively benefit them.

At the Hyatt hotel, Digital took half the Main Hall, as well as an internal theatre, and featured our recently released Desktop Strategy, showing new hardware and software products such as VAXstation 3100 and DECstation 3100, DECwindows, Imaging system, DECwrite, DECdecision and more.

GT Australia Pty Limited and GEC concurrently displayed their products at the Lakeside Hotel and the Computer Power group display was built around a MicroVAX II computer system.

Appreciation for the organisation of our part in the exhibition goes to Government Industry Marketing Manager Ben Dunn and Corporate Programs Manager Peter Ackland. Particular thanks also go to Corporate Programs Co-ordinator Hazel Broadbent and SWS Product Marketing Specialist Peter Quodling. ●



## FINE TUNING

As you are no doubt aware, Bruce Chamberlin (NZO) has been helping us for some time in the tuning and conversion of the Energy Information System Database running on the VAX 8550.

Now his involvement has concluded I would like to express my very sincere thanks to Bruce for the manner in which he has executed his assignments here.

As well as performing a valuable role at a technical level, at a time when we had insufficient staff to apply to the database upgrade, Bruce has earned the respect and confidence of myself and the staff.

Initial testing indicates that the tuning work will significantly increase transaction throughput and I anticipate being able to report back to Bruce the over-all effect on production systems.

**Sam Craig**  
Assistant Manager, Powerpac

### Relocation Made Easy

I would appreciate your passing on to Eileen Shields, Ron Ottery and Heng Aung of FS my sincere thanks for the job they did in:

- producing contracts that accurately reflected the Victorian Employers' Federation (VEF) facility
- arranging the relocation of the VEF's facility, and,
- undertaking the relocation and providing competent field service to peripherals that inevitably occurs after such a relocation.

I am extremely pleased that Eileen has taken over the FS account. She has the 'right' attitude when it comes to assisting the customer.

During the relocation, it was particularly pleasing to have Ron call in to check that everything was progressing satisfactorily. Heng has proved himself to me previously and I am extremely pleased that he has now taken responsibility for the VEF site.

I have decided to continue our close relationship with Digital and to demonstrate my bonafides have recently purchased LAVC software, PCSA, an additional LNO3 and terminals.

**Col Barling**  
Manager Computer Services  
Victorian Employers' Federation



## Memo Subject: Induction Day Success

Firstly I would like to thank everyone for their respective contributions and support that made this event such a success. Of the 40 Touche Ross attendees, 35 (or 88%) of them filled out and returned feedback forms.

Of that 35, 81% indicated their expectations were met and highly commended the day. The figure is misleading unless you appreciate that about 15% of the forms were incompletely returned.

Some of the recorded comments for your information:

- "Well presented and well looked after... thank you!"
- "Excellent and informative session"
- "Very informative and relevant... good presentation"
- "Highly interesting and relevant... highlighted the need to become more computer literate"
- "I am very impressed by the professionalism of Digital's staff... their presentations and the general impression of the company"
- "All the speakers were very motivational and made me aware of the dynamic organisation that Digital is," and,
- "Very informative and thought-provoking."

Daljit Singh, the Director of National Professional Development for Touche, attended the afternoon session. He seemed most pleased and suggested he would be very pleased if we would take on all their people. Because of the short notice, this year we were only prepared to take on one third of their people.

Feedback from Touche states quite clearly that Digital's treatment/presentation was preferred to that obtained elsewhere. Thanks again!

**Vetta Malyna**  
Business Development Manager  
SWS Applications Marketing (SNO)

## Experience and Imagination

As you may be aware, State Bank was trying to install the DECnet/SNA gateway between their VAXcluster and IBM mainframes, and had experienced some technical problems initially due to increased demand on memory in the gateway server and, later, in specifying proper parameters on machines connected to either end of the link.

Your Network Support Specialist Bala Kavattur has been assisting the Bank in resolving problems encountered at various times during the installation of the gateway and associated products. Bala had to use his experience and imagination in solving some of the problems.

I request you to pass on our appreciation to Bala for all the effort he has put in getting the DECnet/SNA gateway and the associated products working.

**Murthy Potukuchi**  
Manager Systems Engineering  
Technical Services State Bank

## 1989 VAX FORUM (ANOTHER) BIG HIT

"Interesting, informative and entertaining!" was the comment that said it all about the 1989 NZ VAX Forum, held mid-February at the University of Waikato in Hamilton.

For the 108 DECUS (Digital Equipment Computer Users Society) members who attended – an increase on last year's numbers – the well-organised local committee, based at the University, put together a solid program supported by Digital with speakers and demonstration equipment, including a VAXstation 3100 workstation.

NZO (Auckland) Principal SWS Special Projects Manager Dave Eaton, who has just completed DEES (DECUS Europe Education Seminar) training in the US, presented a fascinating paper on Digital's new products, with specific reference to RISC (Reduced Instruction Set Computing) architecture.

The paper on DECwindows, presented by NZO SWS Specialist and local specialist

on this product, Tim Brown, excited considerable interest and many attendees were keen to get hands-on experience in the demonstration area.

The program contained a number of papers from third-party vendors grouped together with Digital's presentations on the same topics, and a panel question-and-answer session at the end of each section.

Product Marketing Manager Max Burnet, maintaining his reputation for a hilariously light-hearted look at the computer industry, kept the audience laughing with his after-dinner slide talk on the 'Illustrated History of Software.'

Excellent feedback – from casual comments through to the evaluation forms – proved that the NZ VAX Forum once again upheld its value in providing an opportunity for users to talk to each other, to share problems and to share solutions. ●

## CSS WINS INVENTORY AWARD AGAINST WORLD'S BEST



MEMBERS OF CSS' Material Group.

CSS (Computer Special Systems) Manufacturing Group at SNA have many reasons to be proud of their achievements – and a recently-won award has given them a much-deserved pat on the back.

The Materials Group of SPR's CSS won a plaque for the 'Best Physical Inventory' of all Digital's CSS organisations, based on the implementation and review of strict controls over the past 12 months.

The award was won for the Group's success in:

- warehouse layout
- good 'housekeeping'
- operational procedures
- regular 'cycle' counting, and
- specialised counting equipment.

A modest bunch, the Materials Group is

formed by Materials Manager Wendy Powell, Material Analyst Ron Harrison, Purchasing Clerk Glen Elcoate, Materials Planning Manager Gary Carpenter, and Stockkeepers Les Ford and Michael Chaszczewski.

CSS inventory consists of both Finished Goods and Raw Materials. Finished Goods include product both manufactured in SPR and imported from CSS in Nashua, US delivered for sale to customers here via Systems Logistics. Raw Materials are purchased for manufacture to Finished Goods-status, and include such parts as components packaging and documentation.

Though Manager Wendy Powell is loathe to bask in the glory, she admits – and only then modestly – that the Materials Group is doing an award-winning job. ●



# FIJI – THE LAND OF QUIET

Digital's Fiji office (FJI) in Pacific House, Butt Street, Suva, looks out past the Civic Centre where the Elders meet to the mountains of Viti Levu, constantly shrouded in cloud.

Beneath the surface of the nation's economic, political and social systems, as beneath the island clouds and waters, lie intricate symbolic systems and relationships, built by the past, threatened by the present and the future. The language of the land itself embodies the example. Rabuka becomes Rambuka, Nadi becomes Nandi and a greeting is simultaneously a blessing, a prayer and a celebration.

Fijians are entwined with the land, with each other and with the outside world in a variety of relationships based almost indiscriminately on tradition, history, economic exploitation and free choice. Large in the picture is the determination of the Fijian people; the desire to determine their own destinies, the destiny of their country and their land, and their desire for progress that does not sacrifice their culture, traditions and rights.

## A Range of Applications

Digital's presence in Fiji began some three years ago with the sale of a cluster of Digital's VAX 11/750 computers to the Fiji Government EDP Centre. Other customers since added to the list are the Fiji Native Land Trust Board and the University of the South Pacific situated on the hill behind Suva.

Applications range from licensing and registration to finance and administration, and computerisation of the extremely complex set of hierarchical land-owning relationships relating Fijian land to native Fijians.



THE FACES of Digital's presence in Fiji: (top) Alan Williamson, Barry Kay, (below) Don Finlayson and Elizabeth Safflings.

Alan Williamson fills the marketing and sales roles in Digital's four-person team in Suva; the support functions are completed by Barry Kay handling software support, Don Finlayson on the FS engineering side and Elizabeth Safflings handling secretarial and office support. The team is basically an extension of the Auckland (NZO) District.

Digital first entered Fiji via the persons of Barry Kay and Don Finlayson. Barry was seconded to the Government EDP Centre to write an immigration system, while Don set up office within the Centre to provide on-the-spot technical support. They were followed a year later by Alan, and the team soon moved to its own commercial office.

Alan Williamson notes that business in Fiji is conducted along lines typical of many ex-colonial countries. "Business relationships are established and fostered at clubs," he says. "Particular clubs cater for different market segments – the United Club for Government personnel, for example or the Merchant's Club for commercial traders.

"A third group caters largely to the expatriate community. To participate in business in Fiji, you need to go to these venues."

## Building Awareness

The comparatively low level of awareness and understanding of computer technology and its application in Fiji means that a large

## NEW ZEALAND SOFTWARE DRIVES FIJI SALES

Since the Fiji office was established in Suva in 1986, the three-person team of Sales Manager Alan Williamson, Software Specialist Barry Kay and FS Engineer Don Finlayson has helped sell around NZ\$4.5 million-worth of hardware, software and services.

Recently, the adaptation of a NZ-developed accounting package running on the MicroVAX 3000-series hardware platforms has resulted in three further sales: Air Pacific, Civil Aviation and Air Terminal Services (ATS), which provides contract ground services to all airlines landing in Nandi International Airport.

According to Barry, all three sales included the 'simple-but-bulletproof' accounting package called VAXcas, based on the Commercial

Accounting System (CAS) developed in NZ by software company Aldridge Punter and Associates.

With the help of NZO SWS, the Aldridge Punter package was integrated with Digital's A-Z software product, which adds 'Data Manager' – a query/reporting facility, plus business graphics such as pie charts. Electronic mail and word processing functions were also added.

A payroll function was then lifted from the NZ-developed DECfin suite of accounting software and modified to cater for contributions to the Fiji National Provident fund – a nation-wide superannuation plan – plus local taxation requirements.

The latest burst of software development

comes after the completion of an extremely large project carried out for the Fiji Government Computer Centre, which handles the information management requirements of a number of Government departments. The project required extensive involvement by SWS, both in Fiji and NZ. The biggest application serves the Fiji Customs and Excise and is, according to Alan, considerably more sophisticated than the customs and excise systems in operation in NZ and Australia.

Economic conditions have been tough since the coup. But, says Barry, "We've put down roots here and made commitments which we will do our best to fulfil." ●



# COMPLEXITY

portion of the team's time is spent in identifying potential application areas – and discussing these with the appropriate Government bodies and commercial organisations.

This building of awareness can be a slow and frustrating process.

"You need to adjust to the pace at which things happen in Fiji, on many levels," Alan laughs. "Often, multiple organisations are involved in evaluation of a proposal or idea – international aid organisations, or international banks for example, in addition to the Fiji Government bodies.

"Long-term studies in progress at, say, the World Bank, impact on the decision process. We can only ensure that we maintain a reasonable level of involvement until those studies are completed."

## Shortage of Skill

The level of awareness and skills has been adversely impacted by recent political events in Fiji. Following coups by the military forces, and an uncertainty about future developments which arose from that, many skilled and professional people have left or are leaving Fiji.

A recent article in an island business magazine estimates that half the country's lawyers have left along with nearly one third of its doctors and many of its skilled computer systems people. Many more have applied for immigration – the resulting 'brain drain' is one of Fiji's most critical economic problems.

"The question in introducing computer solutions into this arena is 'how can we ensure they are utilised effectively?' says Barry Kay. "The support requirements are enormous, particularly in terms of education and training."

More physical problems are also encountered in Suva, however, with the island's mainly hydro-electric power supply tending to run a little irregularly – Don says the Earth supply has been known to run at +10 volts, with the live supply varying between 110V and 300V!

Digital's team in Suva encounter their own problems in providing customary levels of customer support.

Alan Williamson speaks of information isolation: "Our communication to outside resources is carried out mainly via telephone and mail.

"We have to hook into E-mail, for instance," he notes. "To get a quote prepared we ring New Zealand to get the latest prices from the AQS (Automatic Quotation System) system.

"The technical isolation, particularly for people in roles such as those of Barry and Don, is difficult and requires a great deal of resourcefulness to overcome."

## Life in the Tropics

The members of Digital's Suva team all cite a number of advantages however to personal life in Fiji. Among the benefits are full-time babysitters (live-in housekeepers), warm weather and excellent outdoor activities.

Barry and Don, as keen windsurfers, find time to enjoy Fiji's sea breezes and spectacular coral formations. All find the occasional weekend at a tourist resort with their families a useful break.

None of the team members felt threatened during the height of the recent coup, although as a precaution they, and their families, left the country for a short period. "There were two or three days during which security was tight," Barry says.

"Much of the coup was over reported, however. Buildings demolished pre-coup for rebuilding were cited as bombed shells! This was blatant nonsense."

Today, Suva is conspicuously absent of security forces. A Sunday ban on some work activities is in place, and a new security decree effectively gives emergency powers to the military following a discovery of arms importation. The surface atmosphere at least, however, is one of tropical torpor.

The Fiji office was targeting some \$NZ3 million in revenues for FY88, pre-coup. Alan says the target was not attainable in the post-coup environment. "The coup stopped business in Suva," he says. "With the aforementioned brain-drain and with lack of certainty for investment, the Fiji economy seems set to remain quiet for some time.

"We must look at our activities here in Fiji as a long-term investment in understanding the environment, and the requirements of this market. When this country begins to again experience growth, Digital will be in a good position to supply effective supportive computer solutions. We are certainly well placed to return to targeted revenues in FY89."

At a reef off the island of Tavenui, a spectacular vertical wall of purple coral extends over 15 metres (50 feet) downward into the tropical water. With tourism a growth sector for the Fiji economy, divers in growing numbers are being attracted to such sites.

Solid coral formations take years to achieve maturity, gleaning economic returns from such sites requires patience and a detailed understanding of the environment, its handling and its preservation.

In the complex land of Fiji, Digital is quietly practising the art of patient growth. ●

# SPRINGING TO ACTION IN THE ALICE

Amidst the sprawl of Australia's hot, dry outback sits Alice Springs, the closest town to that great symbol of solid foundation – Ayers Rock. And like that symbol, Digital in the Alice has made its mark on the townscape, thanks in part to ALI FS Engineer Graham Brown.

Graham's energy, initiative and competence won him the Employee of the Quarter Award for Q2 FY89 (October/November/December), part of a cross-functional recognition program run by Western District. The Award is a prize of encouragement to those Digits who have made a special effort in their work, be it an internal or customer-related function.

According to ADO-based FS State Manager Bob Scarborough, each quarter employees from every Branch in the District submit their nominations to their managers. The management team then reviews the nominations within such categories as the number of submissions received, the quality of the employee's work and whether extra effort had been made in their role.

## Digital has made its mark on the townscape thanks to Graham Brown.

Co-Digit in ALI, FS Engineer Ray Dom, said this in his nomination of Graham: "Graham's assistance and expertise have and continue to be invaluable to my personal effectiveness in this Branch. I have seen him help new and established people on site with issues and problems ranging from simple misconceptions to system problems.

"With his efforts he has helped cement the good name of Digital's personnel and equipment."

What more can we ask? Or add – except our congratulations! ●



GRAHAM BROWN.



## LEST WE FORGET

In our April issue we introduced a regular column dedicated to those who are truly dedicated: employees who reach service milestones with Digital.

Understanding that 1989 didn't start in April, here we'd like to congratulate those Digits who observed service anniversaries in the first three months of 1989.

### January

Service award recipients for ten years of service were Ron DeBoer (NZO FS), Paul Marshall (MEO FS), Keith Bladon (STL FS), Jude Jacobs (SNE FS) and David Bruce (SNE FS).

Marking their five years with Digital were Terry Woodward (WEO FS), Lynn Baker (NZO Edu), Roy Varley (SNO SWS), Peter Bell (SNA CSS), Mike Glynn (SND Sales), Brent Kingston (SNL Sales), Ann Emms (SNO F&A), Terry Fraser (SND FS), Andrew McLaren (SNH SWS), Phil Parker (SND SWS), Nigel Bell (MEO FS), Lauren Scane (MEO FS) and Ray Dom (ALI FS).

### February

A special "congratulations!" for serving Digital for 15 years in February goes to SNO Marketing's Pat King, while a decade of dedication was observed by Steve Taylor (NZO FS), Gordon Wing (NZO FS), Paul Petersen (STL FS), Joe Lew (SNO F&A) and Hugh-John Wingate (WGO FS).

Five-year service award recipients in February were Revel Arlington (NZO FS),

Chris Sakrouge (SNO MIS), Gregory Donovan (SNL FS), Tony Simms (SNL FS), Rachel Nastovici (SNL FS), Carolyn Bennett (SNO Marketing), Chris McCosker (BBO FS), Robert Lincoln (SNM SWS), David Epstein (SNM Sales), Dick Rydberg (MEO SWS), Andrew Breamore (MEO SWS) and Victor Nah (MEO SLS).

### March

March was a big month for 15-year recipient Derek Taylor (ADO FS) and ten-year recipients Jim Cowie (STL FS), Kim Jenkins (SNO Legal Counsel), Judi Dunn (SNA CSS), Karen Hall (MEO SWS) and Greg Gallagher (ALI FS).

Those reaching five years of service with Digital were Allan Lloyd (NZO FS), Aino Brown (NZO CAS), Ian Colclough (SNO Marketing), Viki Forrest (SNO MIS), Forest McGregor (SND Sales), Neil Ramsay (STL FS), Simon Parkin (STL FS), Chris Papaioanou (STL FS), Stephen Cooper (WGO FS), Steve Murray (CAO FS), Chris Myers (NLO FS), Mark Southwell (CAO FS), John Peterman (BBO Sales), Colleen King (BBO FS), John Pilbeam (MEO FS), Chris Packham (ALI FS), David Philipsen (MEO SWS) and Peter Shallue (MEO SWS).

Please join *Digital* in offering our sincere, albeit belated, thanks for these people's 350 years of service! ●

## AI CENTRE'S

Exciting times are ahead for the SNH-based AI Centre, poised as it is on the brink of some heady business activity.

To service that growth, a 'satellite' AI Centre is in the process of being opened in ADO (Adelaide) to serve customers in the Western District. AI Centre Manager Marilyn Cross would also like to see Centres established in other key areas, such as Melbourne.

David Templeman, who will manage the new ADO AI Centre, is now in the US following up on the first AI Fellowship that SPR have won. Run by Digital, the Fellowship is a six-month program of AI training and apprenticeship in the US.

Says Marilyn: "Only thirty places are offered world-wide, and last year the South Australian Government's Department of Agriculture won a place."

"David is spending time with the scientist from that Department who took out the Fellowship, Roger Polkinghorn, so that he can provide AI support when Roger comes back."

**"The company sees AI as a strategic strength both for internal applications and for customers."**

While he is over there, David will also attend a conference called Innovative Applications of Artificial Intelligence where, according to Marilyn, one of our customers (ACIRL) has submitted a paper on a system that we helped design and do the first prototype for. "Only 16 papers are accepted world-wide for this conference," Marilyn explains, "so David will be there to cheer on."

If that is not enough to keep David on his toes, he will also be attending some advanced AI courses run by Digital.

### Chasing Business

"The company sees AI as a strategic strength both for internal applications and for customers, so our relationship with the Salespeople is very important," says Marilyn.

"We do a lot of proactive work with the Salesforce, we go out there and talk to them and try to identify where there might be opportunities for AI. We also go out to the customers with the Salespeople. That is actually part of the thrust of our group."

"We all chase business to a certain degree," Marilyn explains. "Certainly some of the skills these people have brought with them has matched our marketing plan, so their industry expertise helps - but because of the variety and breadth of business that we've

## MAY CAREER MILESTONES

Please join us in congratulating the following Digits who will reach important milestones in their careers with Digital in May.

### Ten-year Recipients

Peter Quodding, SNO SWS  
Ken Cooper, SND Sales  
Pamela Tune, ADO F&A

### Five-year Recipients

Dennis Henderson, NZO CAS  
Colman McCaffery, NZO LSC  
Tim Jeffrey, SNO Personnel  
Alan Willingale, SNA CSS  
Ian Norris, CAO Sales

Margrith Mayer, SNO Sales  
Don James, SNO Marketing  
Marianne Starkey, SNO Sales  
Ted Orme, SNH SWS  
Mick Mulvaney, NLO FS  
Paula Brown, MEO SLS ●

## APRIL IN DIGITAL'S HISTORY

1963 PDP-5 is announced.  
1965 Introduction of the PDP-8, the world's first mass-produced minicomputer.  
1966 SPR's first PDP-8 is installed (at Melbourne University).  
1970 Digital releases a new 16-bit computer system - the PDP-11.  
1974 MPS, our first microprocessor, is introduced.  
1974 Digital enters *Fortune* magazine's 500 list, ranking 475th in sales.  
1975 Digital Network Architecture (DNA) is announced.

1975 Digital announces semiconductor manufacturing.  
1977 Christchurch (CCO) office moves into new premises at 75 Peterborough Street.  
1980 Australian Car Fleet program commences, and first FS vans are put on the road.  
1982 VAX-11/730 is introduced.  
1983 Digital announces VAXclusters, a process for tying VAX processors together.  
1983 Digital breaks into *Fortune*'s top 100 US industrial companies, ranking 95th in sales.  
1984 500th VAX is sold in SPR.  
1984 50th VAX is sold in New Zealand. ●



## ON THE MOVE

got, they've all got to turn their hands to new areas.

"AI is an intangible and, unlike the Industrial Resource Centre (IRC), we don't have a package. Getting that across to the customer and selling it is quite an art.

"AI receives a tremendous amount of emphasis internally and I think it is receiving greater recognition now as an entree into new accounts, solving problems for customers that couldn't be solved using conventional technology." ●



MARILYN CROSS.



NEW KNOWLEDGE ENGINEERS (back row) Kim Horn, Andrew Perrett, (front row) David Templeman and Dewayne Geraghty.

## PEOPLE MOVEMENTS IN AI

With indications that business is set to boom, the AI (Artificial Intelligence) Centre at SNH has begun expansion of its group of knowledge engineers, adding to the two 'old timers' Magnolia Fung and John Coghlan.

"Knowledge engineers work in AI, particularly in expert systems, so their job is to sit down with an expert, extract the necessary knowledge and translate it into a computer system," explains Marilyn Cross.

"Finding people skilled in AI is fairly difficult in Australia, as only a relatively small group of people have the experience and qualifications."

### Dewayne Moves Next Door

Dewayne Geraghty, who has been with Digital for 14 months as a SWS specialist in Geof Robinson's group, recently moved next door to join the AI Centre. Dewayne brings to his new position an extensive background in operations research with vast experience in the mining industry, and a very keen interest in the role of AI in society. He is also doing his masters in computer science.

Dewayne is married to Christine, an artist, and they have four children - Ellen (8), Rebecca (6), and twins Olivia and James (3).

### Flying High

Andrew Perrett joins Digital with seven years of AI experience in the UK and Europe, particularly in Scandinavia where he worked on scheduling systems with Scandinavian Airlines.

Andy's brief is to apply his expertise in scheduling expert systems across a wide range of industries including manufacturing, construction, government and finance, as well as in the development of scheduling applications for the airline industry in Australia. As a pilot of many years' experience, with a bent for acrobatic flying, this will undoubtedly be a 'labour of love.'

### Medical Experience

Kim Horn brings six years of AI experience in Australia to his position with us as knowledge engineer - as many years as the whole AI industry has been operating in this country!

Kim, who worked on the development of the first expert medical system in Australia, joined us from Teletronics where he headed a project team working on expert systems for cardiac monitors and fault-

finding systems for the manufacturing of pacemakers.

A keen windsurfer and scuba diver, Kim also enjoys painting and computer art.

### Cycled to Australia

David Templeman joins the AI Centre with some five years' experience in the field from the UK, most recently working with the AI group at Rolls Royce developing a number of systems.

David is going to be our first knowledge engineer in Adelaide, setting up a 'satellite' AI centre for the Western region which includes Perth and Darwin (*see story at left*).

David and his wife Monica, a computer programmer, proved their cycling enthusiasm by bike riding to Australia from England - an exciting feat which took some nine months!

Though reticent to boast, Marilyn is clearly proud of the newly-expanded group. "In terms of experience and level of expertise, our AI group is one of the best in Australia. There'd be very few with the combined expertise our group has to offer." ●



Ken Korb owes us all cigars... Miss Heidi Korb was born in the wee hours of Saturday, February 11 to Ken and Chris, an exciting event for both but also for Cameron Korb, aged 3, who is now a big brother!

After a stint as Assistant Editor on *DigitalK*, Ken's gone on to consult to SPR Corporate Communications on publicity for our Partnership for Development Agreement with the Australian Government.

★ ★ ★

One Secretary at SND is distraught. After joining Digital in October last year, she's been waiting patiently – in vain – to read her name in our 'Welcome Aboard' column. Enter Andrew Phippen (Northern District Manufacturing Sales), who writes: "Can I ask that *DigitalK* give a big friendly 'hello' to the one and only MS KIM MCBURNIE, one of the wonderful Secretaries in the numero uno Sales Unit!" Kim, you got it! And thanks, Andrew!

★ ★ ★

The seal of approval has been given to MEO FS Engineer Erwin Matthews for his outstanding quality of service to customers.

As recipient of the SPR Engineer Award for Level (SEAL) of service, a congratulatory pewter mug has been presented to Erwin who is now in the running for the title of 'Engineer of the Year'.

The SEAL program is one of the many tools FS uses to pursue its promotion of customer satisfaction, and by all accounts Erwin is dedicated to that goal. Many late nights and weekends have been devoted to resolving customers' problems in a professional and efficient manner, gaining Erwin the respect of everyone he deals with. Good on you, Erwin.

★ ★ ★

Colleen King – once quoted as saying, "It's not like work, it's fun!" about her front-desk role as BBO receptionist/secretary – has recently taken up a role with BBO FS, providing resource support. With her professionalism, warmth and sense of humour FS is sure to find that working with Colleen is more like fun!

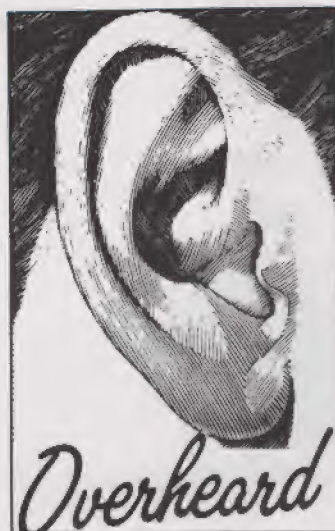
★ ★ ★

We should be hearing the echo of wedding bells right about now as CCO (Christchurch) SWS Specialist Ken Matheson marries "lovely lady" Deborah Saunders.

The ceremony is taking place in Wellington, steeped in the tradition of a 120-year old stone and wood church, and Ken is looking forward to the three-week honeymoon which, though undecided at the time of writing, will take place "somewhere exotic." We wish Mr and Mrs Matheson every happiness.

★ ★ ★

Now that TZO (Hobart) Sales Representative Phil Richardson is somewhat desk-bound (see last issue) he has been serving in a variety of positions, all with a heavy



emphasis on phone duties. This month's TZO news is therefore broad ranging.

★ ★ ★

For example, word has it that TZO Receptionist/Secretary Mandy White will shortly acquire another piece of jewellery. Whether this is an engagement, wedding or friendship ring is unknown, though Mandy will undoubtedly be in contact with *DigitalK* to provide a full update on her plans.

★ ★ ★

TZO Secretary Sandra Knowles was going to draw straws with her co-Digits to determine who could take a long vacation this summer. Sly Sandra, while the rest of the office was arguing about the rules, quietly filled out her leave application before taking off for the east coast of mainland Australia for a long and wonderful holiday!

★ ★ ★

Roy Hodgson, TZO FS Manager, must be an optimist. Roy has taken off for a trek across the Tassie highlands, but knowing the region's unpredictable weather, the office expects to hear about a great ski tour upon Roy's return.

★ ★ ★

NLO (Newcastle) FS Engineer Ossie Richards and his wife Gabriel have a new little Aussie in the family – baby boy Luke, born February 8th. Congratulations!

★ ★ ★

A 40-week project for MEO Project Unit Secretary Carolyn McLelland and her husband Tom came to fruition on February 16 at 11:30 am with the birth of their first child – a baby boy they've named Aaron James. Best wishes to the McLelland family.

★ ★ ★

SNO Services Supervisor Mike Duffy became a grandfather on March 6, and boy is he happy! Two good reasons: twin girls, Kirstine and Emma, born to Mike and Valerie Duffy's daughter, Karen, in Perth. Mike, an 8-year veteran of Digital's and elder statesperson of our internal mail system, celebrated

the occasion with a cake that was duly devoured by SNO first-floor Digits. The icing was his first cuddle of the bouncing twosome, which took place on Mike's birthday the following month.

★ ★ ★

He did it again – WPO Sales Manager Mike Shade scores another Overheard. Seems that the Perth Branch has been going through more than its fair share of pleasant changes since Mike's arrival. For example, WPO's end-of-week get-togethers have reportedly become truly cross-functional affairs marked by standing-room-only attendance figures.

Mike's penchant for attributing nicknames has also not gone unnoticed, but there's no truth to the rumour that Branch Receptionist/Secretary Dianne Lange now answers the phone with "Good morning, *Digital*, Angel speaking."

★ ★ ★

Life begins at zero! Hearty congratulations to Regional Channels Sales Manager Colin Kidd and his wife Valerie on the birth of seven-pound James Holman Kidd on January 24. Colin celebrated by going home and looking after James' fellow offspring, Hannah (9), Andrew (7) and Elizabeth (2).

★ ★ ★

Running a car pool is fraught with dangers, as one out-of-pocket manager recently discovered after getting lumbered with a parking infringement (\$A65 for standing contrary to notice) incurred by a pool car driver.

The trouble began when the Cost Centre Manager couldn't identify the guilty party. This Catch 22 then unfolded: since parking fines are to be paid by the employee and not the company, he couldn't simply pay it from his cost centre – nor could he seek redress from the unknown employee.

While he wrestled with The System, non-payment of the fine was only days away from jeopardising the registrations of Digital's entire NSW fleet of more than 600 vehicles!

The fine now paid, NSW drivers can relax and CC Managers everywhere should take heed of the moral to be learned: "Keep records of drivers of any pool cars."

★ ★ ★

The saga of Robin Doube's home construction continues... Robin (Compensation Specialist, Regional Personnel, SNO) is a do-it-yourself type who's been building a home on Scotland Island for so long now that no-one can remember when he wasn't! The latest chapter is that his laundry is finally complete – just in time for the nappies, etc associated with Robin's first-born, little Anna Louise Marie, who made her entry on February 19.

The next thing on Robin and his wife Diana's building schedule is – you guessed it – a second bedroom!

★ ★ ★





Viewers of the boob tube would've had a couple of pleasant surprises over the past few weeks when Digital figured prominently in two nation-wide television programs, *Four Corners* and *Business Sunday*.

Congratulations to Regional Marketing Manager Nick Ramensky, who handled the assignments with consummate ease. CSS's Bob McCathie also had a starring role on *Four Corners*.

Both television appearances were orchestrated by Corporate Communications with a view to: (1) positively influence *Four Corners'* investigative report on the Australian Government's Partnership for Development program, and (2) to seize an opportunity to comment on the general health of the country's computer industry on *Business Sunday*.

Word from Canberra (CAO) is that three Digits of the feminine persuasion – Karren Onions, Judy Norris and Claudia Minter – deserve a vote of thanks for their unfailing efforts in the Canberra Bid Centre.

★ ★ ★

The Government Technology Awards presented at GTE '89 (see story page 6) was a chance for Government departments, authorities and public sector groups from around Australia to be recognised for successful systems and innovative work practices.

A platform for our customers to be praised, it's true, we can still derive much satisfaction from the fact that the total number of nominations declaring Digital as their supplier was almost double that of our closest competition. Digital-supplied nominations totalled 15%, IBM 8%, UNISYS less than 5%, and HP, Fujitsu and Prime added together totalled less than 5%. With their achievement of nine out of 38 awards, Digital ended up with more customers in the winners' circle than anyone!

★ ★ ★

Setting the record straight. It's not unusual for us to receive requests for changes to the address labels stuck to the back of *DigitalK*, so here's the lowdown: label information is extracted from Regional (SNO) Personnel's database a week or so before each issue is available. If that database (and therefore your label) is to be correct, you should notify your District Personnel Manager of mailstop

changes. They should also be queried should you have any other issues about what your *DigitalK* label says.

While we're on the subject, our thanks to Personnel's Robin Doube, June Ludlow, Annette Van Der Krogt and Artur Santos for regularly supplying Personnel-related information that we need to produce the magazine.

★ ★ ★

Apology: last issue's story on new Sales Executives Brenda Williams and Mick Duncan listed others who have achieved this important rank in Digital's Salesforce. The trouble is that the list supplied to us omitted BBO-based Sales Executive John Tetley. In fact, the much-liked JT became – in 1983 – the second SPR Sales Representative to be honoured with Sales Executive status. It pays to read the fine print! ●

## VAX BOOST

The recent announcement of Digital's top-of-the-line MicroVAX 3800/3900 systems provide:

- up to 50% more performance.
- VAX price/performance improvement of 40%.
- quadrupled storage capacity compared to their predecessors – the MicroVAX 3500/3600 systems. ●

## GRIN AND WIN

Congratulations to Regional Product Marketing Manager, Terminals and Peripherals, Jim Hutton who is this month's winner of our new 'Grin and Win' competition. Jim, who sent in this computer industry version of the old "how many people does it take to change a light bulb?" joke, will be able to write his future entries with his prize of a sleek silver pen from Digital.

Read and enjoy!

Question: How many computer industry specialists does it take to change a lightbulb?  
Answer: 2 people for preliminary discussion on concept of change

- 1 person to devise and write formal bulb architecture
- 2 people to do feasibility study and timetable of events
- 2 people to produce utilities to reduce screw-in time
- 1 person to maintain ISO and company standards (sockets, voltage, AC/DC)
- 4 people for the commonalty task force on bulb change.

Then:

- 15 people to physically change the light bulb
  - 5 people to perform bulb functional test
  - 2 people to perform bulb load test
  - 3 people to perform bulb regression test
  - 1 person to perform bulb performance test
  - 1 person to perform bulb bottleneck analysis
  - 1 person to do follow-up study (bulb merge feasibility)
  - 1 person to interface with users
  - 5 people to perform BOSE (Build Other Socket Enhancements)
  - 3 people to perform VIA (Voltage Increases Amps) Phase 2 compatibility architecture/study
  - 2 people to ensure form (round, square, clear/frosted) follows function (wattage, 120/240 V, visible/ultra-violet, flashing, flood/spot)
  - 3 people to implement temporary alternative bulb socket for existing, profitable socket
  - 5 people to determine how to market/package/distribute temporary alternative bulb socket
  - 1 person to set up BPR system (Bulb Problem Reports)
  - 10 people to answer customer BPR's
  - 11 people for the Bulb Changers football team.
- Last but not least:
- 2 People as moderators of the inevitable BULBS Conference
  - 1 person to co-ordinate with the fire project
  - 2 people for end-of-life-cycle planning
  - 1 person to verify eye-safety standards
  - 11 people for the football team to challenge the Bulb Changers.
- Total: 98 computer industry specialists people are required to competently change a light bulb! ●



## IT'S BACK!

Yes folks, welcome back to the spot-the-difference contest!

Not only will you have fun spotting the ten (10) differences between our two sets of pictures, but your pleasure could increase tenfold with a dinner at your favourite restaurant – to the value of \$A100 – courtesy of *Digitalk*.

The lucky winning Digit will be the owner of the first correct entry chosen from the barrel (which looks very much like a cardboard box) soon after the closing date of Friday, May 5.

So, grab your pens and magnifying glass, circle the ten differences between our A and B cartoon strips, then get your entry in – afterall, if it's not in, you can't win!

### Mousetrap Catches a Winner

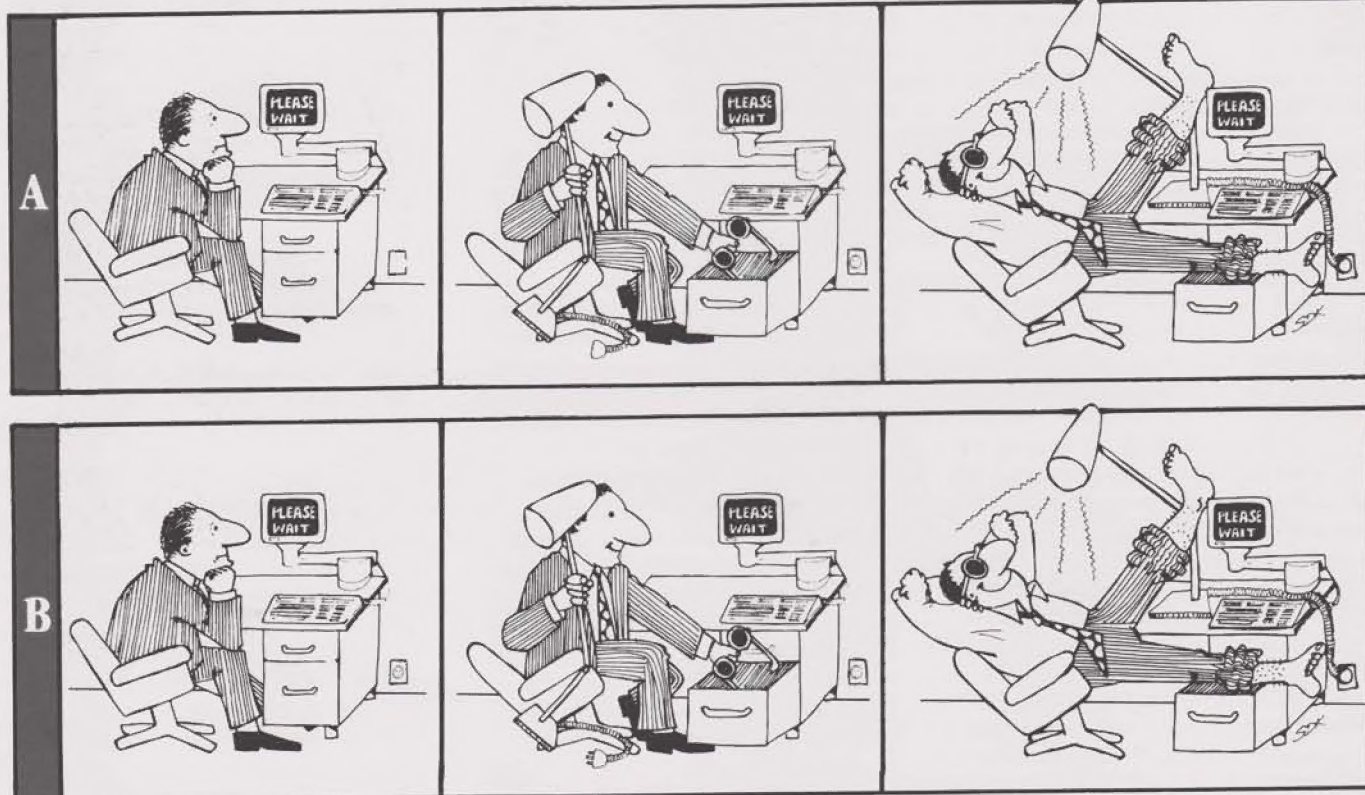
BBO Sales Representative Keith Lamb ensnared a great night out, courtesy of *Digitalk*, for this catchy entry to the January/February 'mousetrap' contest:

Congratulations Keith and thanks to all those witty Digits who tried their hand at copywriting – not a mousy effort amongst them!

### DECipher – IT'S A SNAP!

*Protect your valuable information with DECipher!*

- Holds data securely ready for fast access (up to 300 documents or two days of unreturned phone messages)
- Inbuilt protection mechanism triggers immediately a security breach occurs, producing an audible warning shriek
- Lasts indefinitely
- Low cost!



Send entries to *Digitalk*, SNO 10/1.

Entries must be received no later than Friday, May 5 1989.

NAME \_\_\_\_\_

POSITION \_\_\_\_\_

MAILSTOP \_\_\_\_\_

### QUOTE OF THE MONTH

"You can close more business in two months by becoming interested in other people than you can in two years by trying to get people interested in you." Dale Carnegie



# DIGITALKing ABOUT SPORT

On Sunday, February 12 the Fay Richwhite/NBR Corporate triathlon was held in Christchurch with the keen sports-Digits at the Christchurch Branch (CCO) entering two teams in the Corporate Mens category.

One CCO team went under the banner of 'Demon Digits', made up of SUM Robin Elvery, Sales Representative Stephen John and Project Specialist Rick Godfrey. The other team, known as 'Digitus Extractus', was held together by SWS Specialist Ken Matheson, Application Centre Manager Jeff Wilkinson and SWS Specialist Greg Jones. By all reports it was an exhausting but enjoyable day, supported by Digits from FS, SWS and Sales. For those who managed to recover in time a barbeque area was claimed well away from the Unisys and IBM company tents!

The 'Digitus Extractus' team seemed dogged by bad luck with their captain Ken Matheson getting a puncture ten minutes before race-start and then nearly being disqualified for forgetting his cycle helmet (most unlike Ken!). They still turned in a creditable performance based more on natural ability than any strict training routine, though unfortunately they were not up in the major placings.

The 'Demon Digits' were off to a flying start thanks to Robin Elvery, which will be no surprise to those of you who have witnessed Robin's competitive spirit. The word is, however, he did have to win back



RICK GODFREY helps the Demon Digits into a second-place win and (inset) Digitus Extractus team member Jeff Wilkinson displays his cycling prowess.

his reputation after a previous triathlon. Stephen John gained a bit of weight during the swim due to seawater in the stomach but still managed to bring the team home in ninth place overall, and second on the official list in the Corporate Men's category.

CCO is now looking forward to next year's games and hopes to expand to three teams - including a few corporate women. ●



## THE ROAD TO RHODES



RHODES SPRINGS from the ground thanks in no small part to (left to right) Corporate Project Manager Chris Hood, Business Representative Maggie Alexander, and Regional Facilities Manager Vince Hughes. Together they form the Rhodes Project Team, responsible for making sure Rhodes is a successful development for Digital in the Region.

With its sturdy steel and concrete skeleton nearing completion, SPR's new Regional Headquarters is fast taking on the appearance of its architect's vision. *Digital* recently took a visit to the 5.9 hectare parcel of land in the Sydney suburb of Rhodes, and found it easy to envisage the modern, facility-studded complex that will emerge by mid-1990.

Immediately impressive is the convenience of the site. As we took the 15-minute drive from Chatswood on what is now a four-lane highway with plans underway to extend to six lanes, it became apparent that our new HQ has easy road access to many suburbs, as it does to the C.B.D. (Central Business District); and for public transport-Digits, the site is a few minutes walk to the railway station, with bus stops 'at the door'.

The recently renovated Top Ryde Shopping Square is a major centre just five minutes down the road, and a re-development order placed on the small group of shops in walking distance from our site will provide more retail and banking outlets. ●



## INSIDE

### 2 Overview

Regional F&A Manager John Lamb talks about the much-talked-about Internal Audit.

### 3 A New Age for SPR

Rustom Kanga is interviewed about the new Systems Integration group.

### 4 Eulogy to DESINE

A wake for baby 'D'.

### 6 The Company Behind the Award-Winners

Government Technology Productivity Awards spotlight our customers.

### 7 CSS Gets Physical

CSS' Materials Group wins an award for the 'Best Physical Inventory' world-wide.

### 8 Technology Amongst the Palm Trees

A lingering look at Digital's Fiji Branch.

### 11 Flying High with AI

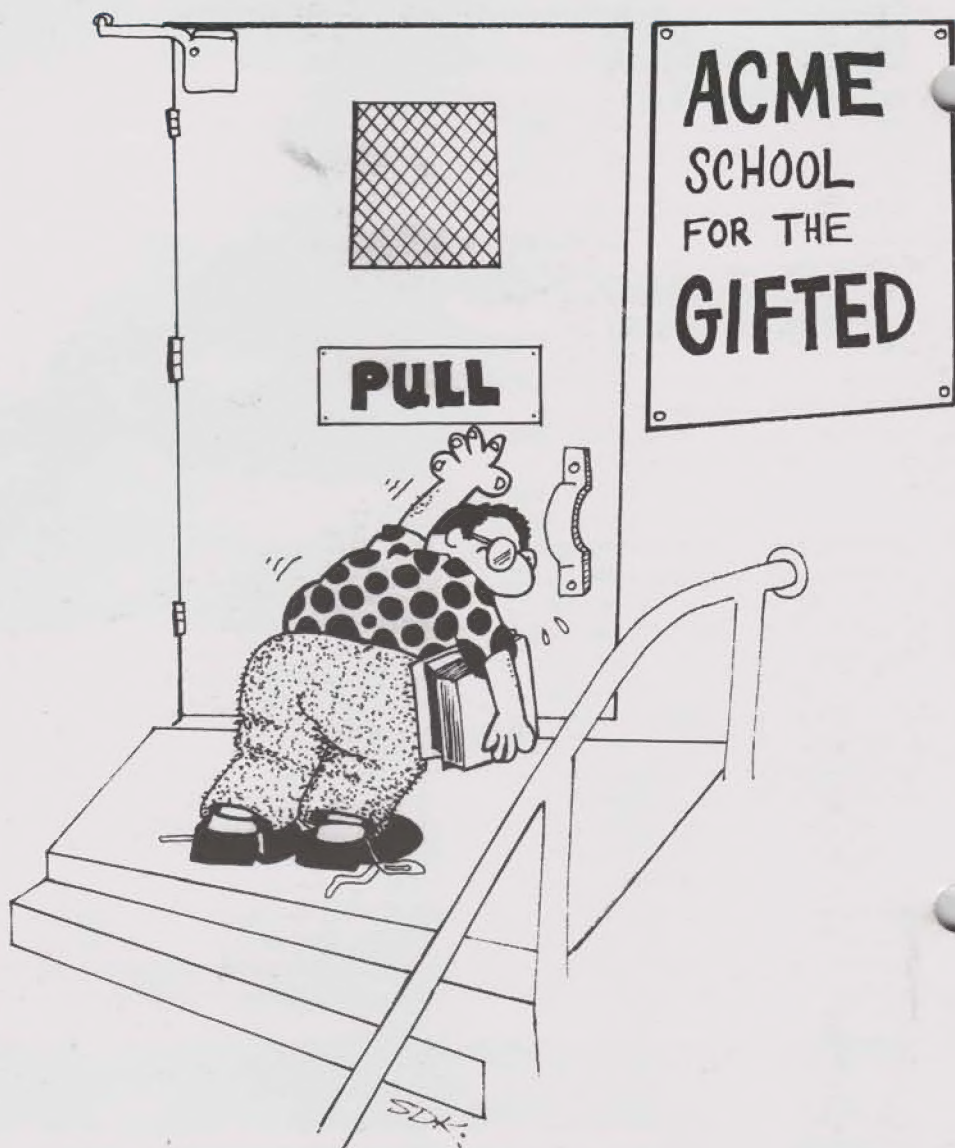
An introduction to the new bright sparks in our AI group.

### 13 Laughingly Light

An old joke made new wins 'Grin and Win'.

### 15 The 'Demon Digits' of Sport

CCO takes on a triathlon.



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